

Sales, Jobs, Tax Base: Better Results, No Higher Costs

If you want more business, more investment, better jobs, or greater tax revenue for schools and public services, you'll probably need to market your community to outsiders.

But instead of just doing what other places do, you could get a bigger payoff from your marketing for the same or less money. Because other places often fail to do what is absolutely essential for better results: they don't *evaluate* what they've been doing.

But now there's an easy-to-use manager's guide to evaluating and improving community marketing.

It's ideal for a city or county government, economic development agency, visitors bureau, chamber, or downtown group. It's for any organization that spends thousands on Web sites, brochures, advertising, logos, videos, publicity, trade shows, "branding" slogans, or special events.

But it's only for organizations that want to see even more results from these outlays--or the same results from a now-smaller media budget.

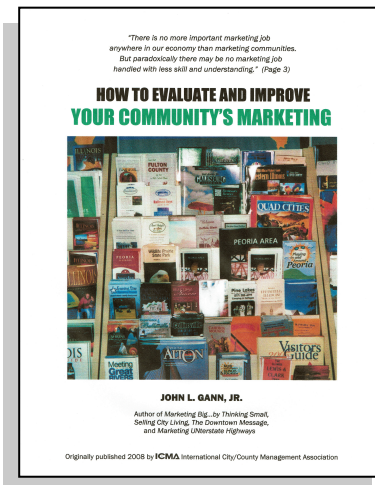
Save Money, Make Better Decisions

It's *How to Evaluate and Improve Your Community's Marketing* by John L. Gann, Jr., originally published by the International City/County Management Association.

It gives you the right questions to ask--over 80 of them, fully annotated--to uncover Marketing Smarter ways to both save money and turn your message into action.

And unlike in other publications, its pointers--illustrated by both case studies and graphic examples--are based not on what other communities do but on the best marketing practices from the competitive world of business.

As *How to Evaluate* makes clear, marketing is much more than simply logos and cute slogans. So it shows you how to make better decisions than other communities on your product, your market, your strategy, and your appeal. Then it helps you execute those decisions through your message, your graphics, and your media.



The Answers You Need

It's simple: what you can't evaluate you can't do better. So in addition to the right questions, John Gann gives you the answers you need:

- Why marketing is *management strategy* and not just communications, buying media, or being creative (page 2)
 - Why copying other places' marketing is a really bad idea (page 5)
 - The *wrong* messages tax incentives can send and what you might better spend that money on instead (page 6)
 - The downsides of targeting (page 7)
 - Five winning competitive advantage claims from community advertising and five losers (page 34)
 - The most important part of your marketing message and why it should be the *last* thing you decide (page 12)
 - Why *not* to put the name of your town first on your cover, on your home page, or in your headline (page 15)
 - Just 4 words and 2 numbers create an unbeatable headline (page 15)
 - A brochure to be torn apart and mailed (page 17); a downtown that sells itself with parking meters (page 18)
- ## More Things You Need to Know
- Why marketing should *not* talk about *you* and *your* community (page 19)
 - Three reasons you should reject "awareness" advertising (page 22)
 - How the wrong graphics can *weaken* your marketing (page 25)

Will a "branding" logo help you market? It's more likely to *hurt* (p. 26)

It's 5-10 times more powerful in producing results, yet most communities give it *less* attention (page 28).

Called "a Cadillac of marketing expertise," John has spoken and been published on community marketing in economic development journals. He is author of six other manuals on community marketing.

Learn why Ron Starner, General Manager, Conway Data (*Site Selection* magazine) said of *How to Evaluate*:

"I don't believe I have ever read a more thorough, comprehensive and understandable dissertation on how to plan and put together an effective marketing campaign for an economic development organization."

And find out why Ron Simoncini, President of ad agency Axiom Communications, said, "*I can't remember ever thinking, 'Hey, this guy really knows what he's talking about' until this.*"

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